

An empirical investigation of the vertical boundary determinants of wineries  
in emerging regions

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Abstract

This thesis examines the vertical boundary determinants of small- to medium-sized wineries in emerging regions of the United States. This study integrates multiple vertical boundary theories (Transaction Cost Economics, Resource Based View, and Measurement Cost theories) and two research methods (Quantitative and Qualitative) to empirically examine the key determinants of vertical boundary decisions of wineries in emerging regions. The study finds that the quantitative model provides strong support for the Transaction Cost Economics theory, while the qualitative method lends strong support to the Measurement Cost and Resource Based View theories of vertical boundaries. Therefore, by integrating multiple theories and research methods, there is more explanatory power for the key determinants of vertical boundaries than a single standalone theory or research method.